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## IN THE SPECIFICATION:

**Please change the title of the present application to the following.**

**"A Network System For Presenting Advertising"**

**The paragraph beginning on page 60, line 8 has been amended as follows:**

Accordingly, the present invention may commence or cease transmitting a category of advertising to a user whose user profile is enhanced with additional information. For example, if a user indicates that he/she is currently considering the purchase of a new car, then ~~adverting~~ advertising for purchasing a car may be transmitted to the user. Alternatively, once the present invention is notified that, for example, a car has been purchased or that no further car advertising is are desired, then a further enhancement of the user's profile may be performed so that no further advertising from the category of car advertising is transmitted to the user.

**The paragraph beginning on page 63, line 4 has been amended as follows:**

The present embodiment maintains information on the status of games being played and user responses to advertising in the user database 28. Moreover, additional advertiser specific information (e.g., desired demographic profiles, advertisements, promotionals, and information related to user responses) is provided in the advertiser database 612. Accordingly, as discussed above, the demographic profiles in the advertiser database 612 may include schemes or templates having fields for designating one or more of the attributes (8.1) through (8.11). Moreover, the databases 28 and 612 may maintain records of various types of pertinent statistics such as: (a) the advertising presentations presented to each user; (b) the time, date and number of presentations of a particular advertising presentation; and (c) the detected user responses to the advertising. Thus, this information may provide advertisers or sponsors with enhanced feedback as to the efficacy of their products, services and presentations thereof. Thus, by maintaining data regarding information on: (i) each game played, (ii) the users and (iii) the advertisers, the host computer 10 may maintain accurate records of every type of pertinent statistics such as: all advertisements seen by all

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users so that the time, date and number of views are available to the advertiser to confirm and verify, e.g., (9.1) through (9.3) following, and additionally ~~For example~~, an advertiser may be able to query the user and advertiser databases 28 and 612 to obtain such feedback as:

> (9.1)   who has seen a particular advertisement;
>
> (9.2)   when it was seen;
>
> (9.3)   the number of times the advertisement was accessed:
>
> > (a)  by any particular user;
> >
> > (b)  by all users; and
>
> (9.4)   the number of favorable and/or unfavorable responses.

**The paragraph beginning on page 69, line 3 has been amended as follows:**

(11.5)   determining the cost of advertising presentations to the advertisers and billing the advertisers for such costs according to, for example, at least one of: (a) the number of users to which an advertisement is presented, (b) the number of promotionals requested or (c) the number of network user communications (i.e., hits) with the web site 308;